

ASCERTAINMENT OF COMMUNITY NEEDS
ISSUE ORIENTED PROGRAMMING
AND
PUBLIC SERVICE ANNOUNCEMENTS

FEDERAL COMMUNICATIONS COMMISSION	
Docket No. <u>93-88</u>	Exhibit No. <u>EZ #1</u>
Presented by <u>EZ Comm.</u>	Identified <u>10/13/93</u>
Disposition: Received <u>10/13/93</u>	Rejected _____
Reporter <u>JOL KRASNER</u>	Date <u>10/13/93</u>

Statement of Edward "Tex" Meyer

I have been the General Manager of Radio Station WBZZ since March, 1984 and a Vice President of EZ Communications since the Fall of 1984. I am familiar with WBZZ's ascertainment efforts and programming, which are presented in this exhibit.

This exhibit presents issues which we identified in our formal and informal ascertainment efforts and our efforts to respond to them through our local and recorded programming as well as through the presentation of public service announcements during the past license period. The exhibit is based largely on our quarterly issues-programming lists, maintained in our public inspection file, as well as on the back-up documentation for those lists, including our program logs and ascertainment reports.

For the period August 1, 1984 through July 31, 1991, we are able to identify from our program logs the broadcast of a total of 40,597 public service announcements for identifiable organizations. We actually broadcast substantially more than that, since we broadcast at least one PSA each hour, 24 hours each day. However, in some cases, our logs recorded insufficient information to identify with certainty the organizations on behalf of which PSAs were broadcast. Table I below shows the numbers of identifiable PSAs broadcast each year related to various issues.

During a typical week, we broadcast four hours of issue oriented programming each Sunday morning. For the period August 1, 1984 - July 31, 1991 our quarterly listings of issues and responsive programming reflect the

broadcast of 982.75 hours of issue related programming exclusive of news and also exclusive of our program Pittsburgh Opinion. That program accounts for an additional 68 minutes per week or a total of 413 hours during the seven year renewal period. To the extent that program segments were not included in our quarterly listings, they are not included in this count. Table II below quantifies our program treatment (exclusive of news and Pittsburgh Opinion) of various issues. Finally, we devote 4 hours and 12 minutes to news and weather each week, for a total of 1529 hours during the seven year period.

This exhibit continues with a list of the issue related programs we broadcast during the past renewal period, with a brief description of each. That listing of programs is followed by listings, grouped according to issue, of representative ascertainment efforts, of our issue related programming, and of our public service announcements.

I directed and supervised the preparation of this exhibit, and I have reviewed it. To the best of my knowledge and belief, all of the information contained in it is true and correct.

Edward "Tex" Meyer

Sworn to and subscribed before me
this _____ day of September, 1993

Notary Public.
My commission expires on _____

Table IWBZZ Exhibit No. 2
Page No. iv**WBZZ PSAs**

Issue	1984	1985	1986	1987	1988	1989	1990	1991	Total
Aging	0	0	1	45	4	11	103	50	214
Agriculture	0	0	0	0	0	0	15	0	15
Animal Welfare	7	704	498	366	216	260	217	87	2,355
Business and Labor	0	0	1	2	1	10	18	7	39
Charity	11	52	168	66	93	277	180	310	1,137
Child Abuse	0	0	0	0	0	200	91	6	297
Civic	1	135	251	121	136	38	183	118	983
Consumerism	0	10	44	0	2	3	69	2	130
Crime	0	0	1	1	7	0	12	0	21
Crisis Help	0	395	612	322	124	63	44	200	1,760
Crisis Relief	0	1	3	0	0	0	0	10	14
Culture and Recreation	64	506	411	1,535	1,403	756	107	201	4,983
Drug and Alcohol Abuse	4	315	426	121	172	103	181	257	1,579
Education	31	133	284	126	591	377	880	471	2,893
Entertainment	0	7	39	11	32	11	27	46	173
Environment	0	3	13	8	0	0	44	1	69
Family	1	22	24	68	12	14	2	0	143
Government	0	4	0	0	6	0	0	0	10
Handicapped	0	53	13	0	7	0	5	45	123
Health	210	2,244	2,350	1,976	2,199	2,178	1,383	1,115	13,655
Homelessness	0	251	197	2	7	13	31	0	501
International Issues	0	0	0	0	56	3	0	0	59
Media	0	180	125	270	12	1	17	8	613
Military	0	244	130	11	54	1	110	168	718
Minority Issues	29	171	104	9	49	0	10	0	372
Personal Finance	0	199	0	0	0	0	0	1	200
Personal Relationships	0	0	0	5	0	0	0	0	5
Politics	0	0	0	0	2	0	0	2	4
Poverty	0	29	24	115	150	72	17	230	637
Public Safety	0	308	36	165	109	302	66	78	1,064
Religion	3	10	26	32	81	14	22	24	212
Sports	0	78	75	226	106	86	13	100	684
Unemployment	12	106	0	43	113	20	233	94	621
Women	7	37	26	66	218	347	7	8	716
Youth	28	218	683	572	163	466	1,291	177	3,598
									0
Total	408	6,415	6,565	6,284	6,125	5,626	5,358	3,816	40,597

Table IIWBZZ Exhibit No. 2
Page No v**WBZZ Program Treatment of Issues**

Issue	count	total min	Total hours
Aging	16	345	5.75
Agriculture	8	165	2.75
Animal Welfare	4	120	2
Business and Labor	28	840	14
Child Abuse	14	390	6.5
Civil Rights	26	780	13
Consumerism	51	1,410	23.5
Crime	14	420	7
Culture and Recreation	41	1,230	20.5
Drug and Alcohol Abuse	52	1,455	24.25
Economy	13	360	6
Education	44	1,290	21.5
Entertainment	103	3,090	51.5
Environment	19	555	9.25
Family	107	3,210	53.5
Government	52	1,560	26
Handicapped	11	300	5
Health	305	9,000	150
Homelessness	8	240	4
Housing	3	75	1.25
International Issues	48	1,425	23.75
Media	30	900	15
Military	11	330	5.5
Minority Issues	15	435	7.25
Personal Finance	14	420	7
Personal Relationships	77	2,295	38.25
Politics	18	540	9
Poverty	6	180	3
Public Safety	14	405	6.75
Religion	657	19,710	328.5
Self-Help/Improvement	36	1,080	18
Sports	15	435	7.25
Transportation	3	90	1.5
Unemployment	7	210	3.5
Women	47	1,410	23.5
Youth	77	2,265	37.75
Total	1,994	58,965	982.75

WBZZ ISSUE RELATED PROGRAMMING, NEWS AND WEATHER DESCRIPTIONS

Agriculture USA

15 minute weekly program produced by the U.S. Department of Agriculture. Topics of discussion are related to areas of interest to farmers and consumers. The materials that follow describe 21 segments of this program, which dealt with the issues of aging, agriculture, consumerism, economy, environment, family, health, international issues, and sports.

American Focus

A 30 minute program produced by the Focus On Youth Radio Network. Hosted by Steve Kamer, the show consists of weekly interviews with successful people. Past guests have included Senator George McGovern, Joan Rivers, Lucille Ball, David Letterman and voice over artist Mel Blanc. Kamer asks the questions often asked by young people. How did you get your start? What's your philosophy of life? The materials that follow describe 231 segments of this program, which dealt with the issues of aging, business and labor, child abuse, civil rights, crime, culture and recreation, drug and alcohol abuse, economy, education, entertainment, environment, family, government, handicapped, health, homelessness, housing, international issues, media, military, minority issues, personal finance, personal relationships, politics, religion, sports, women and youth.

Dialogue

WBZZ's News Director hosts this hour long discussion, featuring a different guest and subject each half hour segment. Guests are selected for their pertinence to timely issues and concerns facing the Pittsburgh area. Past guests and subjects have included City Councilwoman Michelle Madoff and Planned Parenthood's view of teen pregnancy. Local and national newsmakers are interviewed. The materials that follow describe 490 segments of this program, which dealt with the issues of aging, animal welfare, business and labor, child abuse, civil rights, consumerism, crime, culture and recreation, drug and alcohol abuse, economy, education, entertainment, environment, family, government, handicapped, health, homelessness, housing, international issues, media, military, minority issues, personal finance, personal relationships, politics, poverty, public safety, religion, self-help/improvement, sports, transportation, unemployment, women and youth.

Healthcare

This 30 minute program is produced by Public Interest Affiliates, Inc. and features a different health subject each

week. The host, Hope Daniels', topics range from drugs in the schools and on the job to new resources and educational tools for the deaf. The materials that follow describe 139 segments of this program, which dealt with the issues of animal welfare, child abuse, crime, drug and alcohol abuse, environment, family, health, poverty, religion, women and youth.

Larry Black Show

Aired weekly on Sunday mornings for an hour, Larry Black keeps his listeners attentive with religious and CHR music and a wide range of topics of interest. He interviews musicians and songwriters, has discussions on family problems, and other aspects of life of particular concern to teens and young adults. The materials that follow describe two segments of this program, which dealt with family and religion.

Master Control

A 30 minute program produced by the Southern Baptist Radio and TV Commission. Hosts Dave Noggle and Terry Barrett conduct interviews and review moral issues of concern to young people, as well as popular tunes. The materials that follow describe 14 segments of this program which dealt with religion.

Mental Health Matters

This program features various speakers who discuss lifestyles and their effects on mental health. It commonly deals with the problems of alcohol and drug abuse and with depression. The materials that follow describe 16 segments of this program, which dealt with the issues of aging, drug and alcohol abuse, handicapped, health, minority issues, personal relationships and public safety.

News and Weather

WBZZ broadcasts more than four hours of news and weather information each week. Many of the newscasts feature interviews with local newsmakers. The materials that follow describe 434 such interviews dealing with the issues of animal welfare, business and labor, charity, child abuse, civil rights, consumerism, crime, culture and recreation, drug and alcohol abuse, economy, education, entertainment, environment, family, government, handicapped, health, homelessness, housing, international issues, military, minority issues, personal finance, personal relationships, politics, poverty, public safety, sports, transportation, unemployment, women and youth.

On Track

Produced by the Southern Baptist Radio/TV Commission, this presentation airs weekly on Sunday mornings. It is 30 minutes of religious guidance and light music with different

topics featured each week. The materials that follow describe 237 segments of this program, which dealt with the issues of drug and alcohol abuse, entertainment, family, religion and youth.

Open Door

A 30 minute program with host Bud Fremoth, produced by the Presbyterian Church. Mr. Fremoth presents contemporary music, poetry and prose with a Christian outlook. Various themes are used to explore the meaning of life and Christian thought. The materials that follow describe 61 segments of this program which dealt with the issues of family, personal relationships, religion and youth.

Pittsburgh Opinion

WBZZ conducts "man in the street" interviews each weekday, and they are aired each morning in one minute segments. Questions are asked about topics of current interest or concern, ranging from international issues to how the local hockey team is likely to do. The materials that follow provide more than 1,200 examples of questions we asked during the past renewal period. 68 one minute segments of Pittsburgh Opinion are broadcast each week.

Powerline

A 30 minute weekly religious program produced by the Southern Baptist Radio and TV Commission. Host John Rivers discusses topics of concern to young people. The discussions are blended with contemporary music. The materials that follow describe 270 segments of this program which dealt with the issues of business and labor, drug and alcohol abuse, education, entertainment, family, government, health, international issues, personal relationships, religion, self-help/improvement, women and youth.

Prime Time

15 minute weekly program featuring issues relating to aging. Hosted by Renee Chaney and Michael Hayes. The materials that follow describe 11 segments of this program which dealt with the issues of aging, consumerism, the economy, handicapped, and housing.

Scan

This 30 minute weekly presentation of the Lutheran Church discusses religious issues and plays contemporary and religious music. Experts discuss everything from educational issues to civil rights and health care problems. The materials that follow describe 261 segments of this program which dealt with the issues of aging, agriculture, child abuse, civil rights, culture and recreation, drug and alcohol abuse, education, entertainment, environment, family, government, handicapped, health, homelessness,

international issues, military, minority issues, personal finance, personal relationships, politics, poverty, religion, self-help/improvement, women and youth.

Streams in the Desert

This weekly, 30 minute presentation by the Southern Baptist Radio and TV Commission is geared to an 18-34 year old target audience. Contemporary music is interspersed with counseling on issues facing young people. Host John Rivers looks at a particular issue or set of related problems each week. Young people with problems are encouraged to write to Streams in the Desert's experienced counselors for a personal, confidential reply. The materials that follow describe 204 segments of this program which dealt with the issues of aging, culture and recreation, drug and alcohol abuse, education, entertainment, family, government, health, international relationships, personal relationships, religion, self-help/improvement, sports and youth.

The Reviewing Stand

A 30 minute feature broken into three segments, which offer information about issues of national and international concern. The materials that follow describe 24 segments of this program which dealt with the issues of education, entertainment, family, government, health, international issues, media, minority issues, personal relationships, poverty, public safety, and women.

Views of the News

This is a 15 minute program aired on Sunday mornings which discussed current problems and reflections. The materials which follow describe 13 segments of this program which dealt with the issues of aging, drug and alcohol abuse, education, family, religion and youth.

Cross reference tabulations follow, which summarize the numbers of issues dealt with by each program ("Summary by Program and Issue") and the numbers of programs dealing with each issue ("Summary by Issue and Program.")

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. x

Aging

Agriculture USA

2 30

American Focus

1 30

Dialogue

3 90

Mental Health Matters

1 15

Prime Time

5 75

Scan

1 30

Streams In The Desert

2 60

Views of the News

1 15

16 345

Agriculture

Agriculture USA

5 75

Scan

3 90

8 165

Animal Welfare

Dialogue

3 90

Health Care

1 30

4 120

Summary by Issue and Program

No. Programs No. Minutes

Business and Labor

American Focus

4 120

Dialogue

23 690

Powerline

1 30

28 840

Child Abuse

American Focus

1 30

Dialogue

5 150

Health Care

1 30

Scan

5 150

Views of the News

2 30

14 390

Civil Rights

American Focus

5 150

Dialogue

7 210

Scan

14 420

26 780

Consumerism

Agriculture USA

5 75

Dialogue

43 1290

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xii

Consumerism

Prime Time

No. Programs No. Minutes

3	45
<hr/>	
51	1410

Crime

American Focus

Dialogue

Health Care

2	60
11	330
1	30
<hr/>	
14	420

Culture and Recreation

American Focus

Dialogue

Scan

Streams In The Desert

11	330
26	780
1	30
3	90
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41	1230

Drug and Alcohol Abuse

American Focus

Dialogue

Health Care

Mental Health Matters

On Track

8	240
12	360
5	150
5	75
1	30

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xiii

Drug and Alcohol Abuse

Powerline

1 30

Scan

17 510

Streams In The Desert

1 30

Views of the News

2 30

52 1455

Economy

Agriculture USA

1 15

American Focus

4 120

Dialogue

7 210

Prime Time

1 15

13 360

Education

American Focus

13 390

Dialogue

19 570

Powerline

2 60

Scan

6 180

Streams In The Desert

1 30

The Previewing Stand

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xiv

Education

No. Programs No. Minutes

44 1290

Entertainment

American Focus

37 1110

Dialogue

5 150

On Track

56 1680

Powerline

1 30

Scan

2 60

Streams In The Desert

1 30

The Reviewing Stand

1 30

103 3090

Environment

Agriculture USA

1 15

American Focus

2 60

Dialogue

12 360

Health Care

2 60

Scan

2 60

19 555

Family

Agriculture USA

1 15

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xv

Family

	No. Programs	No. Minutes
American Focus	4	120
Dialogue	22	660
Health Care	1	30
Larry Black Show	1	60
On Track	1	30
Open Door	1	30
Powerline	23	690
Scan	35	1050
Streams In The Desert	16	480
The Reviewing Stand	1	30
Views of the News	1	15
	107	3210

Government

American Focus	37	1110
Dialogue	6	180
Powerline	1	30
Scan	1	30
Streams In The Desert	1	30

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xvi

No. Programs No. Minutes

Government

The Reviewing Stand

6	180
<hr/>	
52	1560

Handicapped

American Focus

1	30
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Dialogue

5	150
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Mental Health Matters

1	15
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Prime Time

1	15
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Scan

3	90
<hr/>	
11	300

Health

Agriculture USA

4	60
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American Focus

5	150
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Dialogue

107	3210
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Health Care

119	3570
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Mental Health Matters

6	90
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Powerline

9	270
---	-----

Scan

41	1230
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Streams In The Desert

6	180
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The Reviewing Stand

8	240
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Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xvii

Health

No. Programs No. Minutes

305 9000

Homelessness

American Focus

1 30

Dialogue

2 60

Scan

5 150

8 240

Housing

American Focus

1 30

Dialogue

1 30

Prime Time

1 15

3 75

International Issues

Agriculture USA

1 15

American Focus

25 750

Dialogue

13 390

Powerline

1 30

Scan

6 180

Streams In The Desert

1 30

The Reviewing Stand

1 30

1425

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xviii

International Issues

No. Programs No. Minutes

48

Media

American Focus

25

750

Dialogue

4

120

The Reviewing Stand

1

30

30

900

Military

American Focus

3

90

Dialogue

6

180

Scan

2

60

11

330

Minority Issues

American Focus

3

90

Dialogue

6

180

Mental Health Matters

1

15

Scan

4

120

The Reviewing Stand

1

30

15

435

Personal Finance

American Focus

2

60

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xix

Personal Finance

Dialogue

No. Programs No. Minutes

11 330

Scan

1 30

14 420

Personal Relationships

American Focus

2 60

Dialogue

10 300

Mental Health Matters

1 15

Open Door

3 90

Powerline

26 780

Scan

14 420

Streams In The Desert

20 600

The Reviewing Stand

1 30

77 2295

Politics

American Focus

15 450

Dialogue

2 60

Scan

1 30

18 540

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. XX

No. Programs No. Minutes

Poverty

Dialogue

3 90

Health Care

1 30

Scan

1 30

The Reviewing Stand

1 30

6 180

Public Safety

Dialogue

12 360

Mental Health Matters

1 15

The Reviewing Stand

1 30

14 405

Religion

American Focus

1 30

Dialogue

6 180

Health Care

1 30

Larry Black Show

1 60

Master Control

14 420

On Track

177 5310

Open Door

55 1650

Powerline

184 5520

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xxi

Religion

Scan

No. Programs No. Minutes

79 2370

Streams In The Desert

137 4110

Views of the News

2 30

657 19710

Self-Help/Improvement

Dialogue

20 600

Powerline

5 150

Scan

4 120

Streams In The Desert

7 210

36 1080

Sports

Agriculture USA

1 15

American Focus

2 60

Dialogue

11 330

Streams In The Desert

1 30

15 435

Transportation

Dialogue

3 90

3 90

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xxii

Unemployment

Dialogue

No. Programs No. Minutes

7 210

7 210

Women

American Focus

8 240

Dialogue

27 810

Health Care

5 150

Powerline

1 30

Scan

5 150

The Reviewing Stand

1 30

47 1410

Youth

American Focus

8 240

Dialogue

30 900

Health Care

2 60

On Track

2 60

Open Door

2 60

Powerline

15 450

Scan

8 240

Streams In The Desert

7 210

Summary by Issue and Program

WBZZ Exhibit No. 2
Page No. xxiii

Youth

Views of the News

No. Programs No. Minutes

3 45

77 2265

Grand Total 1994 58965

Summary by Program and Issue

	No. Programs	No. Minutes
Agriculture USA		
Aging	2	30
Agriculture	5	75
Consumerism	5	75
Economy	1	15
Environment	1	15
Family	1	15
Health	4	60
International Issues	1	15
Sports	1	15
	<hr/> 21	<hr/> 315

American Focus

Aging	1	30
Business and Labor	4	120
Child Abuse	1	30
Civil Rights	5	150
Crime	2	60
Culture and Recreation	11	330
Drug and Alcohol Abuse	8	240
Economy	4	120
Education	13	390